

Your Local Guide to Sustainable Helsinki.

MyHelsinki.fi



Helsinki

Climate change affects us all. Combatting it is not the task of a small minority – nor is it their privilege. Helsinki is committed to promoting a more sustainable way of life for everyone.

A group of people are sitting on a wooden deck, looking out over a body of water. In the background, a large white ferry ship with "SILJA LINE" written on its side is visible. The sun is low in the sky, creating a bright glow and long shadows on the deck. The people are silhouetted against the bright light. A dog is also visible on the deck.

In accordance with the City Strategy Helsinki takes the prevention of climate change seriously and is aiming to reduce emissions by 60 % by year 2030. The target is to achieve carbon neutrality by 2035.

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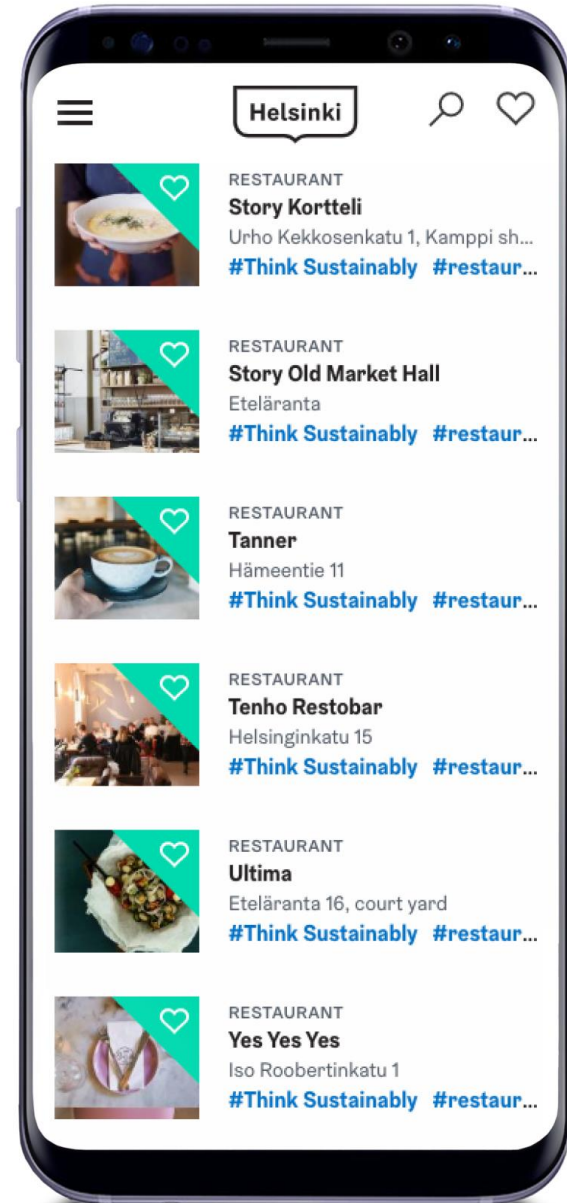
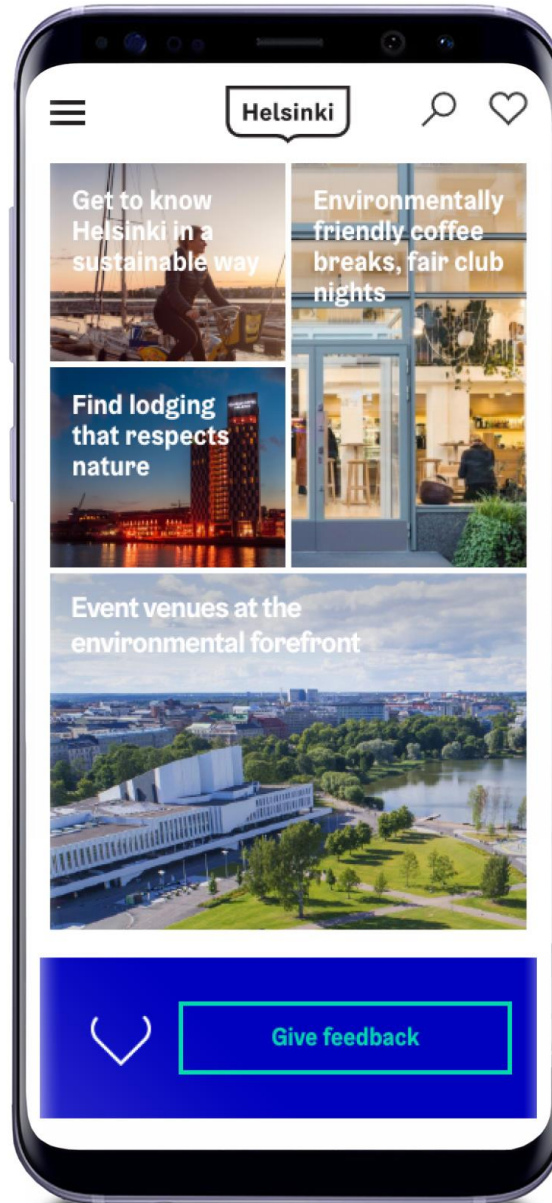
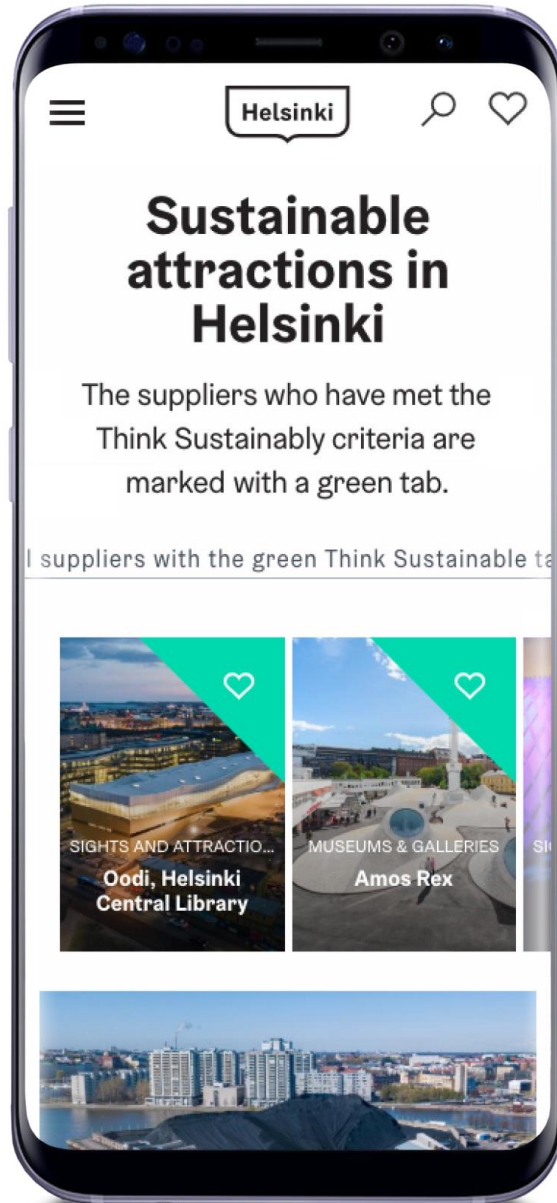
**What if making
sustainable choices
could be easily
embedded into your
everyday life?**

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Think Sustainably

- Think Sustainably combines sustainable services, experiences, and transportation in Helsinki into one easy-to-use digital service on MyHelsinki.fi.
- The base of the service is on sustainability criteria that have been tailor-made for Helsinki.
- The criteria highlights ecological sustainability, especially combatting climate crisis, yet also consider social sustainability.
- Accessible to different types of service providers: restaurants, cafés and bars, shops, attractions, accommodation, events and venues.





Energy

Food and beverage service

Items

Other

Social sustainability

✓ Staff members can spend a certain amount of their working time volunteering. ^

Staff members should be allowed to spend, for example, 1 working day a year performing volunteer work or participating in a volunteer project, which can take place in cooperation with organisational partners. Volunteering during working hours benefits the operator, the well-being of its staff members and the voluntary organisation where the activity takes place. It allows staff members to learn new things and understand responsibility in a new way. In addition, volunteering has been shown to increase the happiness of those who participate in it.

✓ The operator employs people who may otherwise be difficult to place in the work environment. v

✓ The operator actively and prominently promotes equality and non-discrimination. In addition, both customers and staff have clear guidelines for reporting and addressing inappropriate behaviour. v

✓ Some of the proceeds are donated to charitable activities or charities. For example, the operator has been granted the Finnish Social Enterprise Mark. v

✓ The location is fully accessible. Information about accessibility of the premises is clearly available. v

✓ The attraction also allows free admission at certain times. v

or rubbish bins. v

xperience. The oper-
s them clearly to v

v

s and communicates v

an area, for example
supporting horticul-
activities and the situ- v

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The objective

- To help **locals and visitors** choose more sustainable ways of living urban life every day.
- To give **service providers** information on what they could do better by serving as a platform for action, and help them make their sustainability work visible.
- To encourage the **acceleration of sustainable development**.

Contemporary climate responsibility means that sustainable lifestyles should be easy choices to make in a city.



Key
elements:
trust and
transparency



A service based on trust

- Not a new official sustainability label or certificate, and therefore the fulfillment of the criteria is not evaluated by a third party.
- Service providers are the best informants of their actions and wishes to pursue sustainability.
- MyHelsinki.fi visitors who have had experience with the services are encouraged to give feedback by matching the criteria with their actual experiences through the website.
- The service provider is expected to regularly brief its own employees on the company's values and visions of sustainability.



**Creating unlikely alliances,
and working with partners and
shareholder which have not
likely to been your partners, is
advantageous. By doing
together we create the new
normal.**

Thank you.

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